

UNLEASH THE NUTRITION POTENTIAL OF YOUR PRACTICE

E³ WHAT YOU WILL LEARN:

Excellence in Clinical Nutrition:

Successfully Treating and Managing:

- Blood sugar imbalances
- Weight loss – Phases I, II, and III
- Colds and flus
- Biochemical detoxification
- Hormonal imbalances
- Chronic immune challenges
- Inflammatory process including acute and chronic pain patients

Maximizing the Functions of:

- Liver and gallbladder
- Adrenals and thyroid
- Digestion



Excelling at Patient Management & Support:

- Understanding the patient process
- The consultation and report of findings
- The Symptom Observation Survey Software
- Patient Wellness Binders
- Follow-up visits for long-term results
- Patient handouts, newsletters, and email systems
- Transitioning acute care patients into long-term patients
- Patient acquisition and community education programs
- Individualizing patient long-term wellness programs

Business Excellence:

- The 4c's to a fulfilling and successful practice
- Creating a vision of your dream practice
- Monthly goal setting and practice analysis for clarity and success
- Developing action plans
- Creating systems for success
- Closing the back door

TOOLS YOU WILL LEAVE WITH:

A Symptom Observation Survey Software program for your clinic:

- Your patients will be able to fill out an online or in-your-office symptom observation survey prior to their appointment
- The survey software analyzes their symptoms and makes possible condition recommendations
- Based on those conditions, the software suggests the appropriate products and protocols to support those conditions

Templates for Patient Wellness Binders

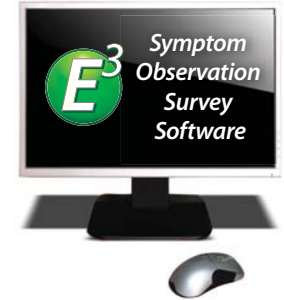
Templates for patient education on nutrition and diet

The backbone of a successful in-house electronic newsletter program

Year-round marketing support from the BioGenesis marketing department

Patient acquisition tools: PowerPoint presentations for in-house and community education on:

- Healthy Weight Loss, Pain and Inflammation, Detoxification, Colds and Flus, and Digestion



WHO SHOULD ATTEND:

This program is for Licensed Healthcare Practitioners who are interested in providing quality, comprehensive nutritional and/or wellness care and for those who wish to develop the spectrum of tools needed to become masters of nutrition.

ABOUT US:



BioGenesis Nutraceuticals has more than 135 specialized nutritional supplement and comprehensive natural health products. Formulated by a team of practicing clinicians using the latest clinical research, BioGenesis products are available exclusively to healthcare providers. BioGenesis products contain therapeutic levels of high quality ingredients designed to work synergistically to achieve greater clinical results. This innovative approach to product formulation not only streamlines nutrition for the practitioner, it also simplifies the patient prescription for increased compliance and superior clinical outcomes. With the E³ Seminar Series, BioGenesis is furthering its commitment to practitioners' clinical results and practice success.

INSTRUCTORS:



Dale Migliaccio, DC
Chiropractor, Active Practice 1984 to present, Founder (2000-present) Santa Barbara Wellness for Life. Has taught over 50 seminars on clinical nutrition to over 3,000 healthcare practitioners. Taught for the Price Pottenger Nutritional Foundation and the International Foundation for Nutrition and Health.



David B. Wood, B.Sc., N.D.
Naturopathic Physician, Active Practice 1984 to present; Vice President, Chief Medical Officer (CMO) and Cofounder (2000-present) BioGenesis Nutraceuticals, Inc.; President and Cofounder (1984-present) Trinity Family Health Clinic, P.S., of Lynnwood, WA. Graduate of the University of Washington (B.Sc. 1977) and Bastyr University (N.D. 1983).



Clair Whiteman, Nutritionist
Graduate of Bastyr University in nutrition and dietetics. On-staff nutritionist: BioGenesis Nutraceuticals. As a technical advisor for BioGenesis, she provides patient education tools and works directly within the product formulation division and quality control.



Eleanor Barrager, DCCN, FAAM
Nutritionist/Dietitian, Active Practice 1972 to present; Director: GENESIS Center For Integrative Medicine; Co-Owner: Functional Integrated Therapies, LLC; Clinical Outreach Consultant: BioGenesis Nutraceuticals, Inc.

Support your clinical success and personal reward

E³ DAILY AGENDA

Saturday, September 18th

8:00 am – 8:45 am Registration
9:00 am The Seminar Begins
12:45 pm – 1:45 pm Lunch Break
2:00 pm Afternoon Session Begins
6:00 pm Day One Ends
6:15 pm Meet Us for Wine and Appetizers

Sunday, September 19th

9:00 am The Program Begins
1:00 pm The Day Ends

**Our First Weekend Is Packed with the 3-E's.
This weekend we will be covering:**

- E¹ Clinical Excellence:**
An overview of clinical excellence: What it takes and how to get there
Managing blood sugar imbalances
Foundational protocols
Addressing acute infections
An overview of symptom observation survey software program
- E² Excelling at Patient Management and Support:**
The 4 C's: The core to a fulfilling and successful practice
The patient process: Your foundation for excellent clinical results
The consultation and report of findings: An interactive training session
A review of our comprehensive patient support program
Patient compliance tools for the cold and flu season protocols
- E³ Business Excellence:**
The road map to The Practice of Your Dreams
Core success habits: #1, 2 and 3
How to analyze your practice via the practice metrics for clarity and success
Creating goals and action plans for success



**VICEROY
Santa Monica**

1819 Ocean Avenue
Santa Monica, CA 90401



Session 1:

Saturday, September 18th
9 am - 4:30 pm (lunch provided)

and

Sunday, September 19th
9 am - 1 pm (continental breakfast provided)

Session 2: **Saturday, October 30th**
9 am (lunch provided)

Session 3: **Saturday, December 18th**
9 am (lunch provided)

Session 4: **Saturday, January 15th**
9 am (lunch provided)

Price includes 4 sessions and \$400 in product credit, credited at \$100 per session

Register by July 1st, 2010

\$649⁰⁰

After July 1st, 2010

\$699⁰⁰

*Price does not include airfare or overnight hotel accommodations

To Register Call (866) 272-0500 or online: www.bio-genesis.com/e3

A Four-Part Seminar Series by BioGenesis Nutraceuticals



Excellence in Clinical Nutrition

Excellence in Patient Management

Excellence in Business Practices

*Creating Greater Clinical Results for Your Patients and More
Free Time and Profit for You and Your Family!*



INNOVATIVE TOOLS • PROVEN SYSTEMS